Breastfeeding: “Food For Thought”

Breastmilk has more of the good things babies need

Why is Breast the Best?

Breastmilk has more of the good things babies need

Lactogenesis

“No Tengo Leche”
How much Milk does the Baby Need?

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 3</th>
<th>Day 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7 mL</td>
<td>0.76-1 oz</td>
<td>1.5-2 oz</td>
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</tbody>
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Will Breastfeeding Hurt?

- Nipple Pain
- Breast Pain
- Back Pain
- Sore Arms
- C-Section

Cultural Concerns & Barriers

- Diet
- Emotions
- Modesty
- Lifestyle
- History
- Life Experience
- Bonding

Information & Teaching Resources

- WIC
- www.womenshealth.gov
- www.lalecheleague
- www.kellymom.com
- www.breastfeedla.org
- http://www.aap.org

Use Reliable Sources

Information & Teaching Resources

- Videos in the Waiting Room
  - Up to Date
  - Evidence Based
  - Consistent Messaging

Promote, Protect & Support

Follow the 10 steps to Successful Breastfeeding (UNICEF)
Implement the International Code of Marketing of Breast-Milk Substitutes (WHO)
Consistent Messages

- Breastfeeding on Demand (Not Timed)
- 8-12 times every 24 hours
- Painless Breastfeeding
- Count Wet Diapers & Stools
  - 4 yellow stools & 6-8 Wet Diapers
- Timely Well Baby Check-ups
  - At 3-5 days old & at 2 weeks

Ten Steps to Successful Breastfeeding

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within half an hour of birth.
5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.

6. Give newborn infants no food or drink other than breast milk, unless medically indicated.
7. Practice rooming-in - that is, allow mothers and infants to remain together - 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Contact Information

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